

EXHIBIT A

Why is Lilly expanding its Long Term Care Business?

- To improve care & maximize Zyprexa & Prozac sales for residents who receive their medications via a LTC pharmacy
- To build a LTC business that is the industry model which will:
 - Maximize Lilly's rich pipeline of future products
 - Attract external products to Lilly which will enhance our rich pipeline

The Golden Opportunity in Long Term Care

- One of the fastest growing segments of the US population
 - Mental disorders are common
 - Use a lot of prescription drugs

Many of Lilly's current & future products address the unmet medical needs of LTC patients (i.e. mental disorders, diabetes/complications, osteoporosis, urinary incontinence, etc.)

- According to market research, over 50% of all residents are prescribed some type of psychoactive medicine
- Building a LTC business that is the industry model may attract external product partnerships

Building the Lilly LTC Business

15
Representatives

59
Representatives

160
Representatives

August, 1999

March, 2000

Mike Murray

Q1 Expectations for LTC-W

- Selling to Existing Customers (Continue Current Momentum)
 - Seamless Transfer of Information Between Representatives
 - Impossible Customer/Product & Disease Knowledge
 - Ability to Deliver Core Messages
 - Ability to Create Action Item
- Develop Deep Understanding of LTC Network in Each DCA
- Identify Key Influencers and Maximize Selling Opportunities in LTC Network

LTC 2001 Business Plan

<p><u>Issues/Uncertainties</u></p> <ul style="list-style-type: none"> • Medicare/Medicaid reform • Zeldox launch timing & label • Competitor rebates & LTC pharmacy change orders • Zyprexa, anticholinergic & hyperglycemia misinformation • Ability to align internal sales & marketing teams in a data-driven/analytical/distracted • Corrections/institution strategies • SOP for LTC • Rollout of Premier Reward • Post-Prozac patent activity/weekly 	<p><u>Key Trends</u></p> <ul style="list-style-type: none"> • Fastest growing segment of the market • Aggressive pricing/rebating by competitors • Hypercompetitive market, Inc. spend (people & promotion) • Brand commoditization
<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Profile & spectrum efficacy for Z&P • Grass roots build equals greater customer/business acumen and a competitive advantage <p><u>Opportunities</u></p> <ul style="list-style-type: none"> • New Rep & Mgrs training & growth • Zyprexa IM launch & Zyprexa Zydol • Leverage market/customer knowledge during SF expansion • Maximize selling resources & new brand data • Partner with customer treatment teams to increase Rx's • Prozac Weekly • Hire talent, expand C/P knowledge & increase selling skills • Immediate patient conversion potential in NH • Integrate Brand, Sales, B2B, & Medical to maximize BUC • Expand and make consistent SOP for clear direction 	<p><u>Strategic Intent</u></p> <ul style="list-style-type: none"> • Exceed Sales/BUC targets on both Zyprexa & Prozac • Expand/develop people • Establish Lilly as an industry model for Long-Term Care <p><u>Critical Success Factors</u></p> <ul style="list-style-type: none"> • Staffing/Development & retention of reps & mgrs. • Discipline to focus/balance on targeting & sales • Establish Zyprexa as primary mood stabilizer, upgrade patients from competitors, and solve issues • Maximize Prozac's geriatric indication (TUF p) • Appropriately balance Prozac and Zyprexa • Effectively blunt Zeldox and other competitors • Insure unrestricted availability & B2B link • Optimize Reward & Recognition early to drive sales and retain key talent

Putting the LTC Puzzle Together

